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1. A method of treating pain and inflammation comprising the steps of:  
providing a dose of Morinda citrifolia for consumption and  
limiting undesired COX-1 inhibition relative to COX-2 inhibition by limiting the  
concentration of said dose.
2. The method of claim 1, wherein the Morinda citrifolia is processed.
3. The method of claim 1, wherein the Morinda citrifolia is in liquid form.
4. The method of claim 1, wherein the Morinda citrifolia is included as an ingredient in  
a food product.
5. The method of claim 1, wherein the Morinda citrifolia is in capsule form.
6. The method of claim 1, wherein said dose of Morinda citrifolia inhibits the  
production of COX-2 related prostaglandins that cause pain and inflammation and  
inhibits to a lesser extent, the production of COX-1 related prostaglandins.
7. The method of claim 1, wherein said dose of Morinda citrifolia is administered at a  
predetermined concentration.
8. The method of claim 7, wherein said Morinda citrifolia is included as an ingredient

in another food product.

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A method of treating pain and inflammation comprising the steps of:  
obtaining a quantity of Morinda citrifolia juice and pulp; filtering the wet pulp from  
the juice;  
pasteurizing the juice; and  
providing a dose of said Morinda citrifolia juice for consumption.

10. The method of claim 9, wherein the Morinda citrifolia juice is included as an  
ingredient in a food product.

11. The method of claim 9, wherein said dose is administered in an amount that is pre-  
determined to limit undesired COX-1 inhibition relative to COX-2 inhibition.

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12. A method of treating pain and inflammation comprising the steps of:  
obtaining a quantity of Morinda citrifolia juice and pulp; filtering the wet pulp from  
the juice, wherein the wet pulp has a fiber content of from 10% to 40%, by  
weight;  
pasteurizing the pulp; and  
providing a therapeutic dose of said Morinda citrifolia pulp for consumption.

13. The method of claim 12, wherein the Morinda citrifolia pulp is included as an  
ingredient in a food product

14. The method of claim 12, wherein said dose is administered in an amount that is pre-  
determined to limit undesired COX-1 inhibition relative to COX-2 inhibition.